



**MATT INGHAM-DEMPSTER**

Graphic Design | Art Direction | Branding

[mattid@graphic-design-leeds.com](mailto:mattid@graphic-design-leeds.com)

07811 810567



# CHAMPIONSHIP PLAY-OFF FINAL PROGRAMME

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## DESIGN

I produced the covers for the Championship, League 1, and League 2 play-off finals. I also created the large format pitchside graphics and player tunnel graphics.





WELCOME TO  
YORKSHIRE

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CAMPAIGN

I created this ad concept for Welcome to Yorkshire as part of their partnership with One Minute Briefs. The Yorkshire Menu campaign showcases the amazing food and drink that Yorkshire has to offer. As a great fan of Yorkshire food and drink it was a great honour to be selected as the winner.





## SILVER CROSS

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### POSTERS

This range of posters combines product and lifestyle photography in the modern "double exposure" style. I chose to combine the clean type, with a simple message place the focus on the images.



## SURF 2

IN STORE NOW



*Silver Cross*

THE BEST START IN LIFE

### PIONEER

IN STORE NOW



*Silver Cross*

THE BEST START IN LIFE

### WAYFARER

IN STORE NOW



*Silver Cross*

THE BEST START IN LIFE

### REFLEX

IN STORE NOW



*Silver Cross*

THE BEST START IN LIFE



# MORRISONS NEW TERM STUDENT

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## RETAIL

I created this retail campaign for Morrisons student event. The brief was to create a modern looking campaign with a lot of visual stand out.





## FREEBIE FIESTA

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### DESIGN

Promotional campaign for Sky Bingo.

sky bingo



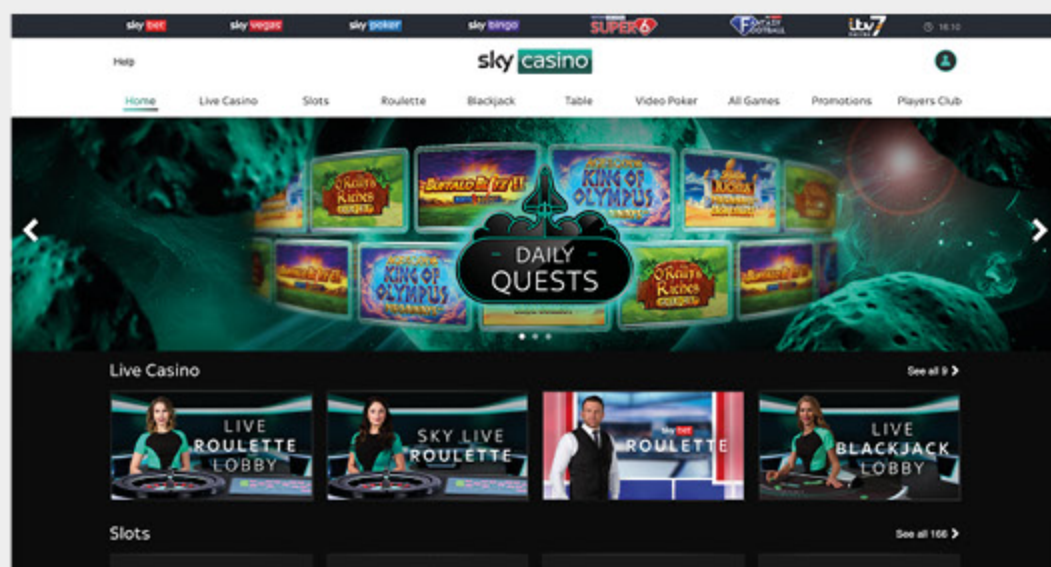


## CASINO QUESTS

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### DESIGN

Promotional campaign for  
Sky Casino.





# CBVIT

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## BRANDING & PACKAGING

I created the branding and packaging for this premium CBD company. The packaging features foil blocking on the silver areas and a spot varnish on the coloured elements.





## BIB: AGE OF WONDER

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### BRANDING

I created the brand of a new health based initiative in the Bradford area. The range of characters used is representative of the diversity in the area of the initiative.



**BiB** **AGE**  
**OF**  
**WONDER**

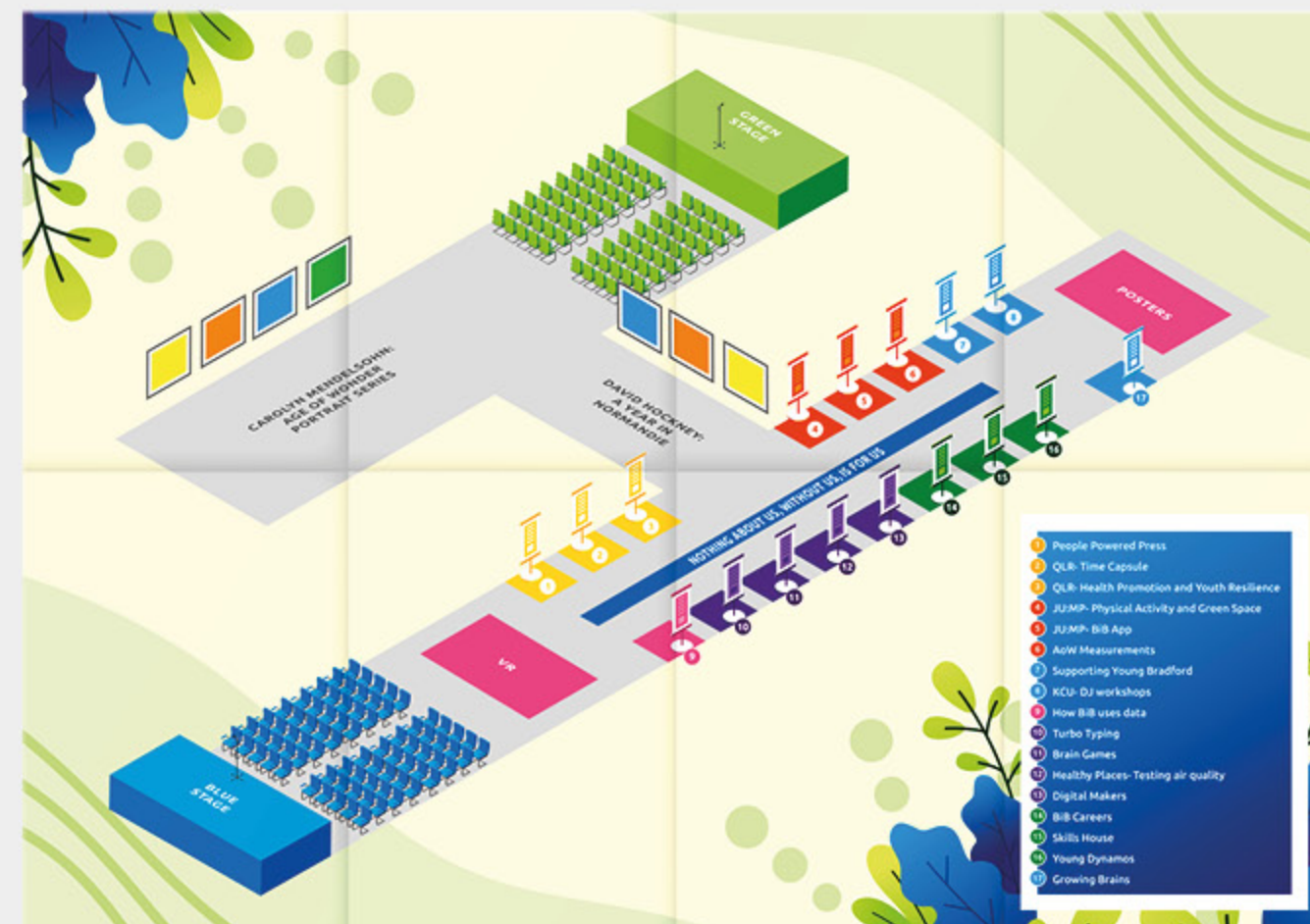




# BIB: AGE OF WONDER

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## BRANDING





SHANLY  
FOUNDATION



BRANDING



SHANLY  
FOUNDATION





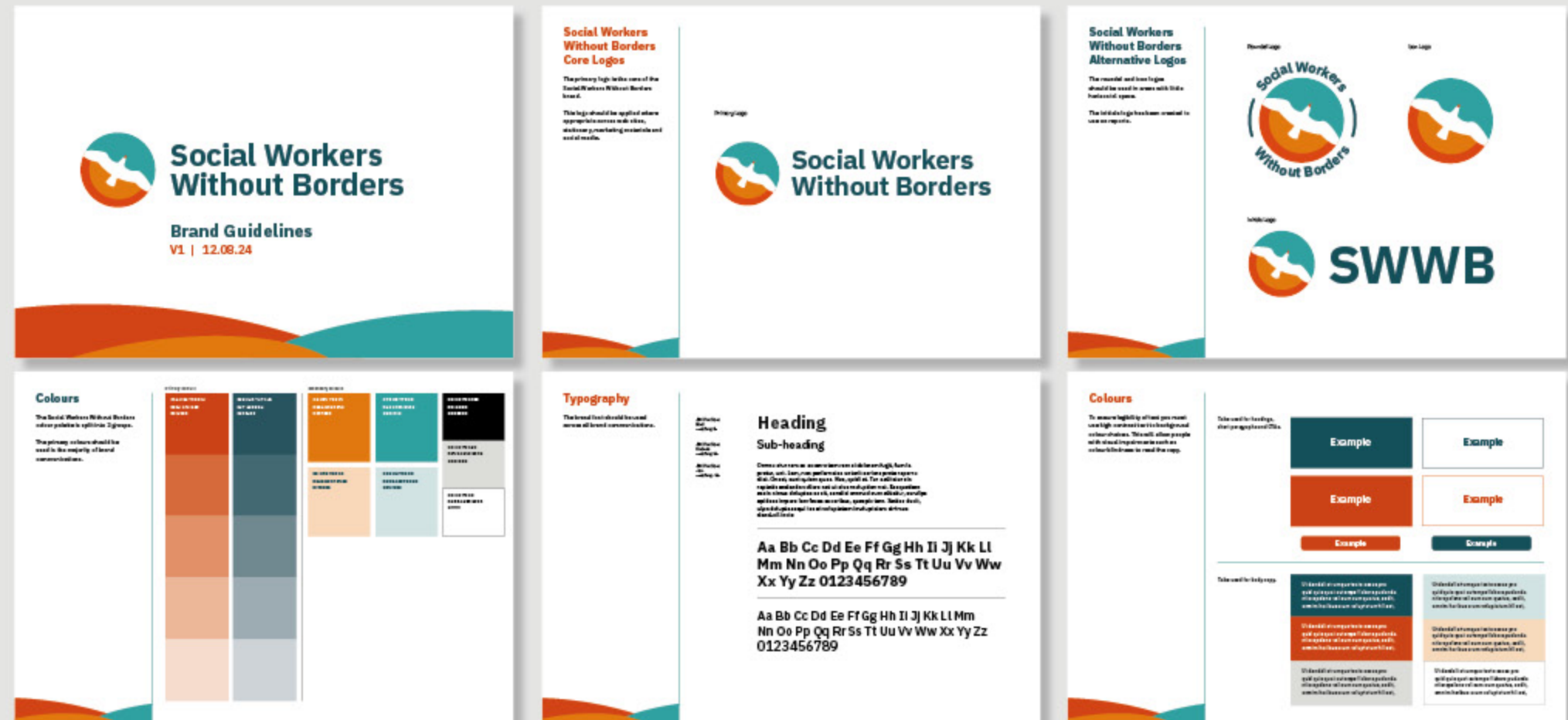
SWWB

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BRANDING



# Social Workers Without Borders





# MCGARGLES

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## BRANDING / PACKAGING

I produced this rebrand concept for a pitch to McGargles, an Irish craft beer brand. Going up against the incumbent agency I decided a bold new direction was required to get our pitch noticed.





ASDA

OLIVE PACKAGING

I created the sleeve design for ASDA's range of Extra Special olives. The design features abstract forms based on the ingredients and colours the highlight the flavours.



PASSION  
ASDA  
EXTRA SPECIAL  
EST. 2001  
FOR QUALITY

SICILIAN  
GIARRAFFA  
OLIVES

IN A SUBTLE  
MARINADE OF  
SUNFLOWER OIL

WITH A  
SLICE OF  
ZESTY LEMON



OLIVES



150g

Use By:

Keep refrigerated

Each (partially drained) 1/4 pack contains					
Energy	Fat	Saturates	Sugars	Salt	
182kJ	4.3g	0.8g	<0.5g	0.83g	
44kcal	Med	Med	Low	High	
2%	6%	4%	<1%	14%	

of your reference intake  
Typical energy values per 100g: 551kJ/130kcal

PASSION  
ASDA  
EXTRA SPECIAL  
EST. 2001  
FOR QUALITY

SPANISH  
GORDAL  
OLIVES

IN AN OAK SMOKED  
GARLIC PURÉE AND  
SUNFLOWER OIL

WITH  
CHARGILLED  
CHERRY  
TOMATOES



OLIVES



150g

Use By:

Keep refrigerated

Each (partially drained) 1/4 pack contains					
Energy	Fat	Saturates	Sugars	Salt	
178kJ	4.0g	0.6g	0.5g	0.83g	
43kcal	Med	Med	Low	High	
2%	6%	3%	1%	14%	

of your reference intake  
Typical energy values per 100g: 551kJ/130kcal

PASSION  
ASDA  
EXTRA SPECIAL  
EST. 2001  
FOR QUALITY

HAND STUFFED  
GREEK  
OLIVES

STUFFED WITH LEMON,  
FETA AND PIMENTO, IN  
A LEMON AND MINT  
MARINADE

HALKIDIKI &  
KALAMATA  
OLIVES



OLIVES

Each (partially drained) 1/4 pack contains					
Energy	Fat	Saturates	Sugars	Salt	
278kJ	6.8g	0.9g	<0.5g	1.2g	
68kcal	High	Med	Low	High	
3%	10%	5%	<1%	20%	

of your reference intake  
Typical energy values per 100g: 831kJ/200kcal

150g

Use By:

Keep refrigerated



## BUFFALO TRACE

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### NECK COLLAR

This neck collar promotion for Buffalo Trace bourbon increased the shelf presence of the brand. The neck collar houses a bottle of bitters to allow the consumer to make the perfect Old Fashioned cocktail.





## EVOLVE

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### BRANDING / PACKAGING

I created the brand and packaging for  
this range of orthodontic brackets. I also  
created the product illustrations.





SILVER CROSS  
HERITAGE  
PRODUCTS



BRANDING /  
PACKAGING

I created this range of packaging while working in house at Silver Cross. I used archive images to produce a collage reflecting the heritage of the company to use as the background to the packaging.





## DUFRY WHISKY FESTIVAL

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### RETAIL

I created this retail campaign for duty free areas in UK airports. The client was extremely happy with the outcome and said it was one of their most impactful promotions.



# WHISKY FESTIVAL





# MORRISONS MOTHER'S DAY

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## ART DIRECTION

I art directed this Mother's Day photo shoot for Morrisons. This included creating a style guide, prop selection and working on set.





# MORRISONS

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## ART DIRECTION

This shoot for Morrisons Makes It was completed on location in store. This was a challenging shoot that was undertaken with limited lighting, authentic props, and while customers were shopping.





## MORRISONS BRIGHT IDEAS

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### ART DIRECTION

This shoot for Morrisons Bright ideas recipe cards created bright, vibrant shots to grab attention in store. I created style guides, made recipe suggestions and directed on set.





# ST LUKE'S

## WEB DESIGN

I designed a website for St Luke's Hospice in Harrow and Brent. The key to creating this successful site was to simplify the navigation and to keep the look and feel bright and friendly.

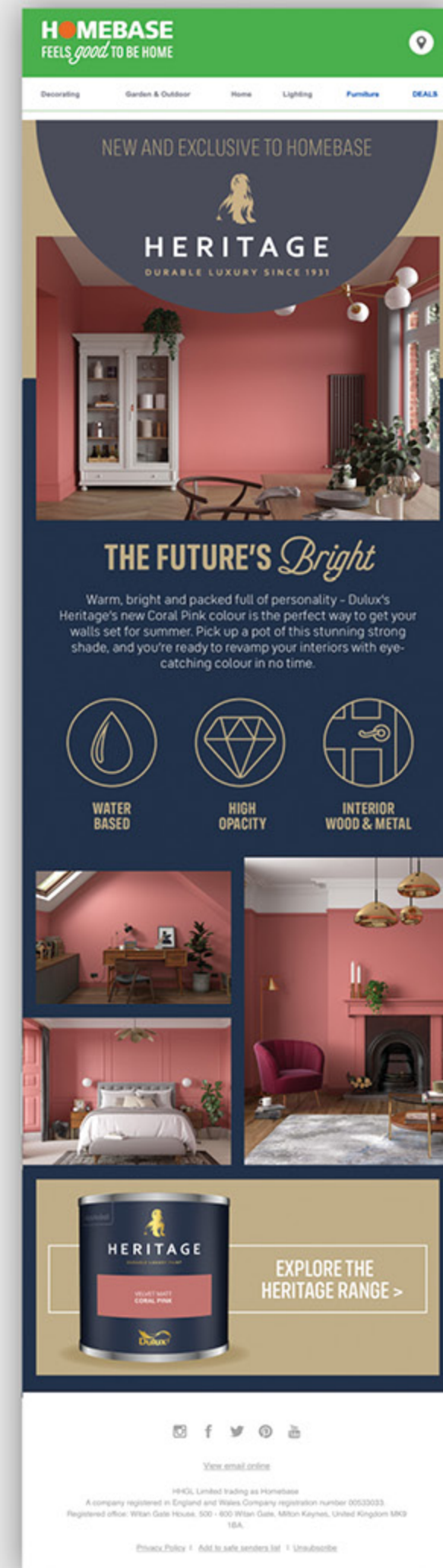
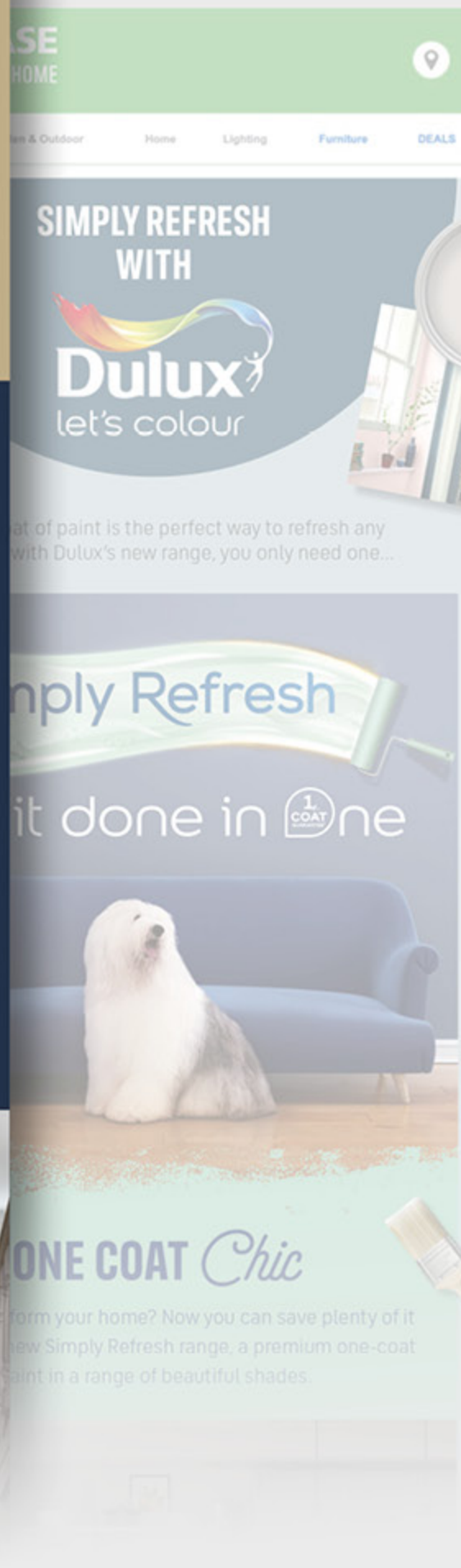
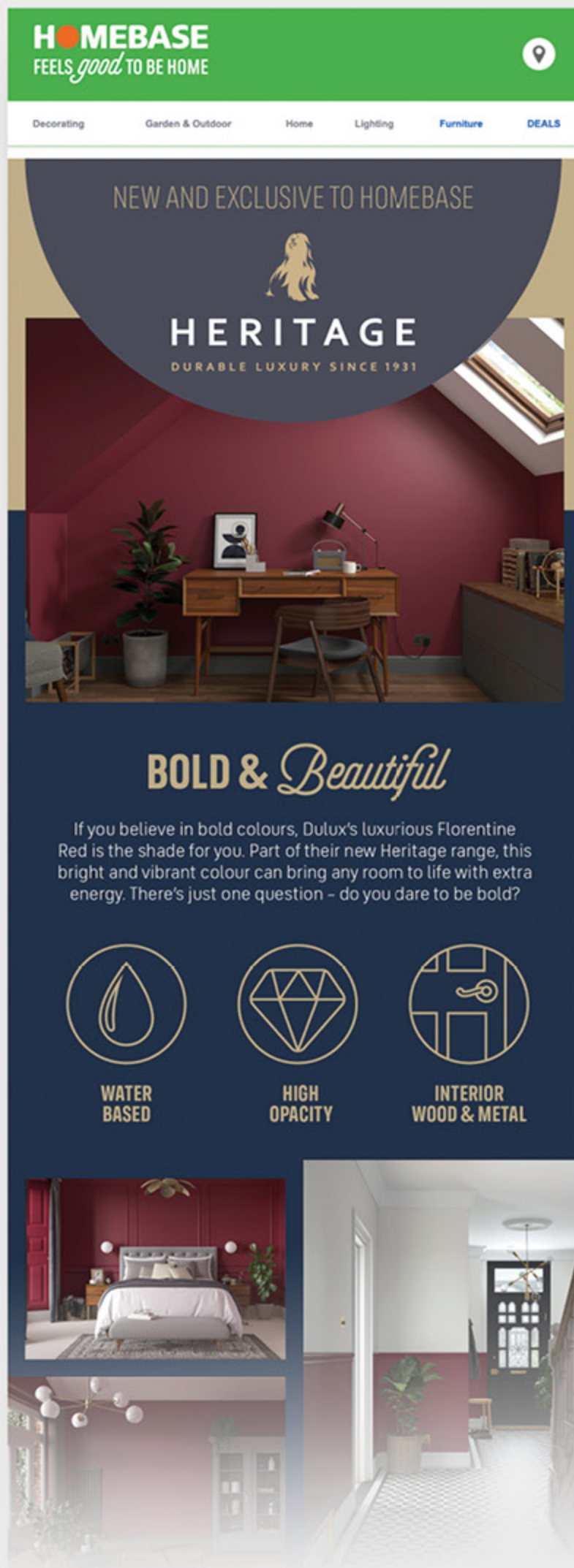




# HOMEBASE

## EMAIL DESIGN

I worked on Homebase's email communications for several months, redesigning the templates and prioritising click through opportunities.





## BIB BABY BOOKLET

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### BOOKLET DESIGN

I created this small baby booklet given to all new parents in the Bradford area. I illustrated all of the elements and gave the whole booklet a scrap book look and feel.





WILDLIFE  
PHOTOGRAPHY

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I am a keen wildlife photographer and have had shots shown on BBC Springwatch, Countryfile, National Geographic online and in the RSPB winter photography showcase.

